IN THE CLAIMS

1.   (Currently Amended) ~~A~~ An apparatus ~~peer~~ for sharing identity-based activity with ~~a~~ at least one ~~plurality of peers~~ peer, comprising:

   a content daemon to detect and store identity-based activity; and

   an instant messaging module, communicatively coupled to the content daemon, to

      send an indication of ~~recent~~ identity-based activity to at least one ~~of the~~

      ~~plurality of peers~~ peer, the ~~recent~~ identity-based activity related to a user

      logged-in to the instant messaging module.

2.   (Currently Amended) The ~~peer~~ apparatus of claim ~~1~~ 1 wherein identity-based activity comprises content customized by the user that is accessible to ~~the plurality of~~ ~~peers~~ at least one peer.

3.   (Currently Amended) The apparatus ~~peer~~ of claim 2, wherein the customized content comprises a current online auction posted by the user.

4.   (Currently Amended) The apparatus ~~peer~~ of claim 1, wherein identity-based activity comprise instances of active content by a user logged-in to the instant messaging module.

5.   (Currently Amended) The apparatus ~~peer~~ of claim 4, wherein ~~recently~~ active content comprises multimedia files played back in the apparatus ~~peer~~.

6.   (Currently Amended) The apparatus ~~peer~~ of claim 1, further comprises an application module to view identity-based content, and wherein the content daemon detects and stores identity-based activity in the application module.

7. (Currently Amended) The ~~apparatus peer~~ <u>apparatus</u> of claim 1, wherein the content daemon detects and stores identity-based activity by communicating with an activity server that hosts the identity-based activity.

8. (Currently Amended) The <u>apparatus</u> ~~peer~~ of claim 1, wherein the content daemon detects and stores identity-based activity after logging-in the user to the instant messaging module, and wherein the instant messaging module sends an update to the ~~recent~~ identity-based activity.

9. (Currently Amended) The <u>apparatus</u> ~~peer~~ of claim 1, wherein the indication comprises a unique identifier related to the identity-based activity.

10. (Currently Amended) The <u>apparatus</u> ~~peer~~ of claim 1, wherein the content daemon is part of an operating system running on the <u>apparatus</u> ~~peer~~.

11. (Currently Amended) The <u>apparatus</u> ~~peer~~ of claim 1, wherein the instant messaging module further outputs a received indication of recent identity-based activity of another user.

12. (Currently Amended) The <u>apparatus</u> ~~peer~~ of claim 1, further comprising a content transaction module to enable a transaction related to the identity-based activity.

13. (Currently Amended) The <u>apparatus</u> ~~peer~~ of claim 1, wherein the <u>apparatus</u> ~~peer~~ is communicatively coupled to ~~the plurality of peers~~ <u>at least one peer</u> through a network.

14. (Currently Amended) A method of sharing identity-based activity with a plurality of peers, comprising:

detecting identity-based activity;

storing the identity-based activity; and

sending an indication of ~~recent~~ identity-based activity to at least one of the

plurality of peers, the ~~recent~~ identity-based activity related to a user

logged-in to an instant messaging module.

15.   (Currently Amended) The method of claim ~~1-4~~ 14, wherein identity-based

activity comprises content customized by the user that is accessible to the ~~plurality of peers~~ at

least one peer.

16.   (Original) The method of claim 15, wherein the customized content

comprises a current online auction posted by the user.

17.   (Original) The method of claim 14, wherein identity-based activity

comprises instances of active content by a user logged-in to the instant messaging module.

18.   (Currently Amended) The method of claim 17, wherein ~~recently~~ active

content comprises multimedia files played back ~~in the peer~~ by the user.

19.   (Original) The method of claim 14, further

comprising: viewing identity-based content; and

detecting and storing identity-based activity.

20.   (Original) The method of claim 14, further comprises:

detecting and storing identity-based activity independent of viewing identity-based

activity.

21.   (Original) The method of claim 14, wherein the indication comprises a

unique identifier related to the identity-based activity.

22.   (Original) The method of claim 14, wherein the detecting comprises detecting identity-based activity of an application module in an operating system.

23.   (Currently Amended) The method of claim 14, wherein the instant messaging module further outputs a received indication of ~~recent~~ identity-based activity of another user.

24.   (Original) The method of claim 14, further comprising:

enabling a transaction related to the identity-based activity.

25.   (Currently Amended) The method of claim 14, further comprising:

communicating with the ~~plurality of peers~~ at least one peer through a network.

26.   (Currently Amended) A computer program product, comprising:
a computer-readable medium having computer program instructions and data
        embodied thereon for sharing identity-based activity with ~~a plurality of~~
        ~~peers~~ at least one peer, comprising:
            detecting identity-based activity;
            storing the identity-based activity; and
            sending an indication of ~~recent~~ identity-based activity to at least one ~~of~~
~~the plurality of peers~~ peer, the ~~recent~~ identity-based activity related to a user logged-in to an
instant messaging module.

27.   (Currently Amended) The computer program product of claim 26, wherein identity-based activity comprises content customized by the user that is accessible to the ~~plurality of peers~~ at least one peer.

28.   (Original) The computer program product of claim 27, wherein the customized content comprises a current online auction posted by the user.

29.   (Original) The computer program product of claim 26, wherein identity-based activity comprises instances of active content by a user logged-in to the instant messaging module.

30.   (Currently Amended) The computer program product of claim 29, wherein ~~recently~~ active content comprises multimedia files played back ~~in the peer~~ by the user.

31.   (Original) The computer program product of claim 26, further comprising:

viewing identity-based content; and

detecting and storing identity-based activity.

32.   (Original) The computer program product of claim 26, further comprising:

detecting and storing identity-based activity independent of viewing identity-based activity.

33.   (Original) The computer program product of claim 26, wherein the indication comprises a unique identifier related to the identity-based activity.

34.   (Original) The computer program product of claim 26, wherein the detecting comprises detecting identity-based activity of an application module in an operating system.

35.   (Currently Amended) The computer program product of claim 26, wherein the instant messaging module further outputs a received indication of ~~recent~~ identity-

based activity of another user.

36.   (Original) The computer program product of claim 26, further

comprising:

enabling a transaction related to the identity-based activity.

37.   (Currently Amended) The computer program product of claim 26, further

comprising:

communicating with the ~~plurality~~ at least one peer ~~of peers~~ through a network.

38.   (New) An apparatus for sharing identity-based activity with at least one

peer, comprising:

an application to detect identity-based activity; and

a communications module communicatively coupled to the application, the

communications module to provide an indication of the identity-based activity to at least one

peer, the identity-based activity related to a user logged-in to the communication module,

wherein identity-based activity comprise instances of active content by a user logged-in to the

instant messaging module.